



Town Meeting Presentation Guide

with

Sample Presentation

and

Presentation Template

Stow, Massachusetts

Presentation Guide Purpose:

This Presentation Guide and the two related Sample Presentations were designed for a first-time speaker/presenter, but even experienced presenters may find the information contained in these documents to be a valuable refresher. The Presentation Guide was prepared for the benefit of all who will be collecting and preparing information as an article sponsor for presentation to Stow town meetings. The Presentation Template has supporting information that describes how to install and operate the PowerPoint template when you choose to import your own presentation into the recommended presentation format. This information is attached to this document. Portions of the Presentation Guide and the Sample Presentations may also be of use to all other town officials and voters wishing to speak in favor or opposed to an article. The Presentation Guide, Presentation Template, and the Sample Presentations are available from the Town Clerk in softcopy. These materials may be reproduced and given to anyone having a use for them.

The information available for your use consists of the following documents and files:

<u>File Name</u>	<u>Description</u>
Stow TM Presentation Guide.doc	The Town Meeting Presentation Guide
Town Meeting-Gov.ppt	Sample Presentation for town officials and board members (includes Template)
Town Meeting-Voter.ppt	Sample Presentation for voters (Includes Template)

The Town Clerk will serve as the focal point for the distribution of these documents and files and for all information and questions related to acquiring and using these items. The Town Clerk may also redirect you to another town employee to provide assistance or to answer your questions. The Town Clerk may be reached at 978-897-4514.

If you have suggestions to improve this Presentation Guide or the Sample Presentations or believe that additional information should be included that would be helpful to other presenters, please contact the Moderator, c/o Stow Town Building, 380 Great Road, Stow, MA 01775-0261.

Edward E. Newman
Moderator
Town of Stow

Introduction:

Presenting effectively at a Stow town meeting requires preparation. This Presentation Guide is designed to assist you with your preparation by providing:

1. The Presentation Template for use in formatting presentations,
2. A Sample Presentation to use as a model in creating your own presentation,
3. A set of PowerPoint properties for visual presentations that, if used, can be clearly seen by voters in the auditorium,
4. A list of considerations or tips to use when preparing for your presentation,
5. Information to assist you in making your presentation at town meeting, and
6. A description of the audio and visual technology that will be available for your use at town meeting.

The Sample Presentation for town officials' use is attached to this Presentation Guide.

Presentation Template Overview:

A Presentation Template, created using Microsoft PowerPoint 95 & 97, is available for the use of town officials and voters in preparing visual presentations for town meeting. Follow the installation instructions attached to this document to install and use the Presentation Template. After you have created your PowerPoint presentation you would import the Presentation Template included in the Sample Presentation to format your presentation.

The Presentation Template has been tested for "view ability" in the Hugh Mill Auditorium and incorporates all of the presentation standards listed in this Presentation Guide. Presenters who choose to use the Presentation Template should feel comfortable that the type style, font size, color selection, etc., and the suggested sequence of charts can be used to develop a presentation that can be seen by the voters in the auditorium. The Template can also be used as a guide to organize the sequence and content of your presentation slides.

The Presentation Template can be used to develop a black and white or a color slide presentation that requires the use of an overhead slide projector or a PC attached to a video projector. For town officials and board members, the Presentation Template and the Sample Presentation are installed on several PCs in the Town Office Building. For voters, the Presentation Template and Sample Presentation are available on a diskette that can be obtained from the Town Clerk in exchange for a blank diskette. The Presentation Template is available in two versions:

1. **Town Meeting-Gov.ppt** is for use by town officials and board members and contains the Stow town seal on each slide.
2. **Town Meeting-Voter.ppt** is for use by voters and does not contain the Stow town seal on any of the slides.

Plan to obtain the Presentation Guide and Sample Presentation well in advance of the town meeting to allow time to incorporate these recommendations into your presentation.

Presentation Template Format

The Presentation Template was created with the assumption that voters expect consistent information during an article discussion to make an informed decision. The Presentation Template assists the town official and voter by providing a suggested outline for structuring the presentation into a logical sequence and format. Your presentation should contain a slide for each of the following information topics:

1. Title Chart - Supporting/Opposing article number, the committee or voter name sponsoring the article, and the presenter's name(s),
2. Overview of the Issue(s),
3. Benefits of Following the Recommendation,
4. Impact of NOT Following the Recommendation,
5. Financial impact (not required in all cases), and
6. Summary - Action requested of the voters to address the issue

You have two options to select from when using the Presentation Template:

1. Copy the appropriate Sample Presentation file onto your PC and simply replace the data with the information related to your article, or
2. If you have created your own PowerPoint presentation, import the Presentation Template. Note that you will need to check each slide for formatting conflicts after the import.

Next, print two copies of your presentation (one for each of the two possible meeting locations) on slide transparencies and paper (optional for handouts) and you are all set to make your presentation. If you wish to use color highlighting in your presentation, the printer you use must be capable of printing color slides. Bring a diskette containing your presentation and the two sets of your slide presentation (transparencies) to town meeting. Be sure to label the diskette with your name, phone number, and file name(s). Additionally, you may prepare a diskette with a copy of your presentation and deliver it to the Town Clerk up to 24 hours prior to the start of the town meeting. Prior to the meeting, the Town Clerk will attempt to load your presentation onto the PC to be used at town meeting. All softcopy presentation files which will use the Town PC at town meeting must conform to the following file naming convention: **ART NN III.ppt**, where "NN" is the Article Number and "III" are the presenters' initials. For example, ART 05 JCO.ppt would be Article 5 prepared by John C. O'Bored.

If a paper handout of the presentation is to be made available to voters at the meeting, you are responsible for providing the copies. The presentation handouts may be left at the Voter Information Table prior to the start of the meeting. All documents shall have printed the article number in the upper left-hand corner and the sponsor's name, address and telephone number in the upper right-hand corner of the document.

Visual Presentation Properties:

Presentations should be created so that they may be clearly seen by all voters in the auditorium or any overflow area. The following presentation properties have been tested on the overhead slide projector and PCs available at town meeting and projected onto the large screen at the front of the stage:

<u>Attributes</u>	<u>Recommendation</u>
✓ ALL SLIDES:	
♦ Background color	White
♦ Titles	Blue
♦ Body of Text	Black
♦ Footer	Arial, 10 point, black (file name, page number)
♦ Left Margin	1.5 inches
✓ TITLE SLIDE (consists of three formats)	
TITLE - "Stow Town Meeting"	
♦ Font Name	Arial
♦ Font/Point Size	36
♦ Attributes	Bold
♦ Color	Blue
SUBTITLE - "Supporting (Opposing) Article X"	
♦ Font Name	Arial
♦ Font/Point Size	28
♦ Attributes	Normal
♦ Color	Black
PRESENTER - "John C. O'Bored"	
♦ Font Name	Times New Roman
♦ Font/Point Size	24
♦ Attributes	Normal
♦ Color	Black
✓ OTHER SLIDES	
TITLE - "Overview of the Issue(s)"	
♦ Font Name	Arial
♦ Font/Point Size	32
♦ Attributes	Bold
♦ Color	Blue
BULLETS - "This situation needs...."	
♦ Font Name	Arial
♦ Font/Point Size	28
♦ Attributes	Normal
♦ Color	Black

SUB-BULLETS - “without these changes....”

- ♦ Font Name Arial
- ♦ Font/Point Size 24
- ♦ Attributes Bold
- ♦ Color Black

You are free to use any document attributes of your choosing. However, when you choose attributes other than the recommendations outlined above, presentation quality may degrade. Caution, fewer words on a slide may present a clearer message to the voter

Attached to this Town Meeting Presentation Guide is a Sample Presentation for use by town officials that is formatted in the suggested sequence and style outlined above.

Preparing for the Presentation:

Several days prior to town meeting, the Moderator schedules the “STOWS” meeting (**Stow Town Officials Work Session**) to discuss the procedures for the upcoming meeting and to identify and address questions/issues. The notice of the meeting date, time and location is posted at the Town Office Building. All article sponsors and speakers for the town meeting are encouraged to attend the STOWS meeting.

At the STOWS meeting the overhead slide projector and the Town’s PC and video projector (800x600 pixels) may be available to town officials and voters to test their presentations. Please let the Town Clerk know if you will require the use of the equipment at the STOWS meeting and we will attempt to accommodate your request. The overhead slide projector and PC will also be available in the auditorium prior to the opening of the town meeting session. Presentations may be loaded onto the Town’s PC up until thirty minutes prior to the start of any town meeting session. If you plan to use the Town’s PC for your presentation, you should plan to load your file onto the Town’s PC and test your presentation during either of these two times. You may use your own PC but you should plan to test your hookup with the Town’s projection equipment up until thirty minutes prior to the opening of town meeting. The town makes available a projector with a resolution of 600x800 pixels to attach to the PC. If you are using your own PC please verify that your PC monitor resolution is set to 600x800 pixels (My Computer, Control Panel, Display, Settings, and then select the pixel density to 800x600). You are encouraged to take these opportunities to test your visual materials and practice your presentation. To help us plan for the expected use of the town PC, you should contact the Town Clerk several days prior to town meeting to advise the Clerk that you plan to use the Town PC for your presentation.

Remember to check with the Moderator well in advance of town meeting to determine the amount of time you will have to deliver your presentation. During your preparation, you should time yourself to make sure that you will not exceed the allotted presentation time.

Making a Presentation:

If you are making a presentation using slide transparencies and the overhead projector, you should have an associate work with you to position / remove / advance your slides during your presentation. Be sure that you have practiced your presentation with your associate. Stand to the side of the projector so that you are not visually blocking the viewing of any of the presented material. In the event that the number of voters attending a town meeting session causes us to use an overflow area, you are responsible for having a second copy of the slides available and an associate to handle the slides in the overflow area.

If you are making a presentation using the Town PC, plan to have your presentation loaded prior to the start of the meeting so that the voters are not waiting while you load your presentation. Also, have an associate operate the PC to sequence / advance your presentation. Be sure that you have practiced your presentation with your associate. You should also have two copies of overhead slide transparencies available and a diskette containing your presentation in the event that the Town PC is unavailable in the auditorium or if a second meeting location is required. You are responsible for having an associate available to handle the slides in the overflow area.

You will have a microphone available during your presentation. Make sure that the microphone is "ON" before you start to speak. Place the microphone 4-6 inches below your lips and speak into the microphone in a normal tone. The Moderator will advise you if the voters are unable to hear you. If you turn your head away from the microphone to look at the screen be sure to reposition the microphone as you turn your head so that your voice remains at a constant volume level as you address the meeting.

Available Technology:

The town has PCs and color printers available for use by town officials and town boards capable of printing documents or color slides in several offices. The Sample Presentation and Presentation Template are installed on these machines and available to create and print your presentations. Town officials may create either black and white and/or color slides or a diskette with their presentation. You will need to schedule use of these machines with department personnel.

For voters, the Presentation Guide, Sample Presentation and Presentation Template are available. If you would like these in softcopy format, you must provide the Town Clerk with a blank diskette. You will need to make your own arrangements for a PC to create your presentation and to prepare your slide transparencies or diskette for use at town meeting.

Summary:

Voters tend to remember what you say first and last, and how effectively you deliver your presentation. Your presentation slides should contain relevant information to

support the action you are asking the voters to take. Make certain that your statements and presentation clearly and succinctly deliver the appropriate message. Your presentation should provide sufficient details to voters so that they are prepared to make an informed decision, rather than conveying all that you know about your article.

Presentation Template

Installation/Operating Instructions

To use the Presentation Template, follow these steps:

PC Requirements:

- ✓ Microsoft 95 or newer Operating System
- ✓ Microsoft Office 95 or PowerPoint95 or newer version

Installation/Operating Instructions:

1. Load a copy of the template file (Town Meeting-gov.ppt or Town Meeting-voter.ppt) onto the hard drive of your PC. Remember its location.
2. Open a new presentation on your PC
3. Click "Format"
4. Select "Apply Design"
5. In the "Apply Design" window, bottom left field called "file type", use the pull down arrow to select "Presentation and Shows (*.ppt)"
6. Find the appropriate folder and select the Presentation Template file
7. Click "apply"
8. Verify the formatting/layout of each slide following the import

Alternatively, use the Sample Presentation included with the Presentation Guide. With this option, simply replace the sample text with your own words.

Sample Presentation

Notes:

1. Attached to the hardcopy version of the Presentation Guide is the Sample Presentation in the **Town Meeting-gov.ppt** format, which is available for use by town officials and town boards, and the Sample Presentation in the **Town Meeting-voter.ppt** format, which is for use by voters. The Sample Presentations are identical except that the town seal is eliminated from **Town Meeting-voter.ppt**.
2. The attached Sample Presentations were copied. Therefore, they do not include any of the color text that would be seen if a PC projected them.